

Service To Grocers

Continued and increasing business proves appreciation of the service we are rendering the-retailers in our territory.

We are now handling all standard goods at margins that are a surprise to other dealers. Our stock is fresh and up-to-the minute. Prompt shipment, accurate consignments and fair treatment, our motto.

The Atlantic Grocery Co.

Palatka, Florida

CIGARMAKERS BOYCOTT TAMPA RETAIL STORES

WILL BUY NO CLOTHES FOR THREE MONTHS.

Movement Inaugurated With Great Deal of Publicity in All Factories.

TAMPA, Oct. 28—The cigarmakers have declared their intention to refrain from patronizing the retail dry goods and shoe shops in Ybor City, Tampa, and West Tampa, for the next ninety days, believing that by this means prices may be forced down.

The universal boycott went into effect Saturday, handbills being passed about among the workers and their families, and the details of the plan read in the shops by the shop readers, with the result that hardly any of the Latin people were to be seen in the dry goods stores Saturday night. In some of the shops the matter was put to vote and the movement met with enthusiastic support.

But the shop keepers are far from being enthusiastic about it and aver that if the present condition is kept up for ninety days, it will result not in prices coming down, but in the shutters going up on many of the stores.

One of the Ybor storekeepers stated last night that he had been told the circular passed among the cigarmakers, advised them to refrain from buying in Tampa, but instead to purchase all their goods of the mail order houses, thereby taking the money away from the city altogether. The workers state that the handbills merely set forth that the people had enough clothing and shoes for the next three months and they should not buy more during that time to bring down the prices.

SPECIALIST LOCATES HERE.

Dr. C. Wade Page, eye, ears, nose and throat specialist will open offices in the State Bank Building on November 1.

JACKSONVILLE BIDDING FOR EXPOSITION TODAY

COMMISSION BEING SHOWN ADVANTAGES AS A SITE.

Pensacola Has Already Had Her Say—Metropolis Is Confident of Landing It.

JACKSONVILLE, Oct. 28—Today the centennial commission will inspect the possible sites for a world's fair in this city and hear Jacksonville's concrete proposition to handle the Florida Purchase Exposition. The commission will arrive this morning at 10:55. The members will be met by a special committee and shown over the city. At 1 o'clock the commission and a number of citizens will lunch at the Seminole hotel. At this luncheon, what the city has to offer to secure the exposition will be made known to the commissioners.

Among those who will make speeches will be: A. W. Cockrell, Jr., president of the Jacksonville Chamber of Commerce, John W. Martin, mayor, and others. The proposition to be made to the commission will show that there are a number of available sites here for the big show. It will also explain that plans have been formulated which enable this community to raise about \$1,000,000 with which to begin the work of preparing for the fair. Every facility which the city has which could be used in handling an international exposition will be explained.

AUTO KILLING IN MIAMI.

MIAMI, Oct. 28—(Special)—Miami Windsor, aged ninety-one, died today of injuries sustained in an accident this morning when he was struck by an automobile while crossing a street in front of his home on Biscayne Drive. He sustained a fractured right leg and other injuries. The car which struck him was driven by Arthur G. Keene, city editor of the Miami Metropolis. A coroner's jury will investigate accident tomorrow.

READ TODAY'S NEWS TODAY IN THE NEWS

The warm welcome accorded the Palatka Daily News has been most encouraging to the publishers. It is proof positive that the American people are demanding more speed, even in getting the world's news. We print it the day it happens. The afternoon paper is steadily gaining in public favor. It is distinctly the home paper everywhere.

World's Greatest Afternoon Service

The Palatka Daily News carries the United Press afternoon service. This organization serves more afternoon papers than any two news associations in the country. It is crisp, interesting and reliable. It speaks for itself as it is presented daily in the columns of the Daily News. This service will be increased in number of words as soon as additional facilities for handling it are received.

Why We Chose The Afternoon Field

The publishers chose to enter the afternoon field, in preference to the morning field for reasons that are so obvious that there was no occasion for hesitancy. If experience had proven that the morning fields is the most desirable in cities the size of Palatka present conditions here would not have decided the publishers not to enter that field. But the afternoon field is the field for the advertiser and the reader—locally.

In the United States there are two afternoon papers for every morning paper. In Florida there are nineteen afternoon papers and eleven morning papers. In no city is there a morning paper where there isn't an afternoon paper—except Palatka.

These figures prove that the demand of advertisers is that their store news shall be circulated on the day it is printed and on the day that current news happenings are chronicled. In large centers of population the morning papers depends, to a large extent, on its general circulation outside the local field.

Seventy-five per cent of the advertising for local readers in New York and Chicago is carried by the afternoon papers.

The afternoon paper goes into the home before supper, just when the housewife is finishing her day's work and when the husband has come home from his labors. From it is mapped out tomorrow's purchases, as there is no time in the morning for wife or husband to look over the morning paper until after the first rush of activity incident to the starting of the day.

This is the age of speed and people want the news the day it happens. That's why the publishers chose to enter the afternoon field.

A Paper For All Of The People

THE DAILY NEWS will be published in the interest of all of the people of Palatka and Putnam County first. Our editorial aims and purposes will be found on the editorial page. The paper will be all home print and will issue every day in the week except Sunday. It will be delivered in the city by carrier and in the county and elsewhere by mail at the following rates:

Per week	-	15c
Per month	-	50c
Three months	-	\$1.50
Six months	-	2.75
One year	-	5.00

If you wish to be a subscriber to THE PALATKA DAILY NEWS fill out the attached coupon and send or mail to

The Palatka News
Palatka,
Florida

(COUPON)

THE PALATKA NEWS,
Palatka, Fla.

Gentlemen:

Enclosed please find \$..... for which please send me THE PALATKA DAILY NEWS to the below address for months.

Very truly,

Name
Street
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I do all kinds of vulcanizing and rebuilding of tires, both fabric and cord.

FULL LINE OF FISK TIRES

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